IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

re original application of:

Applicants Thomas J. Perkowski, et al.

Application Serial No.: 10/812,341 Filing Date:

March 29, 2004

Title

INTERNET-BASED PRODUCT BRAND MARKETING

COMMUNICATION NETWORK CONFIGURED TO ALLOW MEMBERS OF A PRODUCT BRAND MANAGEMENT TEAM

TO COMMUNICATE DIRECTLY WITH CONSUMERS

BROWSING HTML-ENCODED PAGES AT AN ELECTRONIC

COMMERCE (EC) ENABLED WEB-SITE ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS

(MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND MANAGEMENT TEAM

MEMBERS

Examiner Jeffrey D. Carlson

Group Art Unit 3622

Attorney Docket No.: 100-062USA000

Commissioner of Patents

and Trademarks Washington, D.C. 20231

AMENDMENT AFTER ALLOWANCE

SIR:

In lieu of payment of the issue fee due in the present Application, Applicants submit a Request for Continued Examination in order to enter the extensive amendments to the Specification and Drawings submitted herewith.

The proposed amendments to the Specification and Drawings have been provided to reduce the volume of the Application and to ensure correspondence between the Specification and Drawings, and do not introduce any new subject matter nor affect the scope of the claims.

Applicants are preparing formalized Drawings, and will submit the same upon approval of the proposed changes to the Specification and Drawings.

The Commissioner is hereby authorized to charge any fee deficiencies or credit any overpayments to Deposit Account 16-1340.

Respectfully submitted,

Dated: March 29, 2010

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I hereby certify that this correspondence is being deposited with the United States Postal Service on March 29, 2010 in a Postage Prepaid envelope as Express Mail (No. EM480735287US) addressed to:

> Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Mailer: Annemarie Nadler Date: March 29, 2010